

# Fusion: How Integrating Brand and Culture Powers the World's Greatest Companies

[blog.kevineikenberry.com/leadership-supervisory-skills/fusion-by-denise-lee-yohn](http://blog.kevineikenberry.com/leadership-supervisory-skills/fusion-by-denise-lee-yohn)

April 8, 2018

by Denise Lee Yohn

Organizational culture is one of the most talked about and written about topics in leadership literature these days. There is good reason this is true: Peter Drucker's famous line says it best – *"Culture eats strategy for breakfast."*

But as is often the case, once an important topic becomes trendy, so much is written about it that it is hard to find something truly new that illuminates the topic in an important way.

Hard, but not impossible.

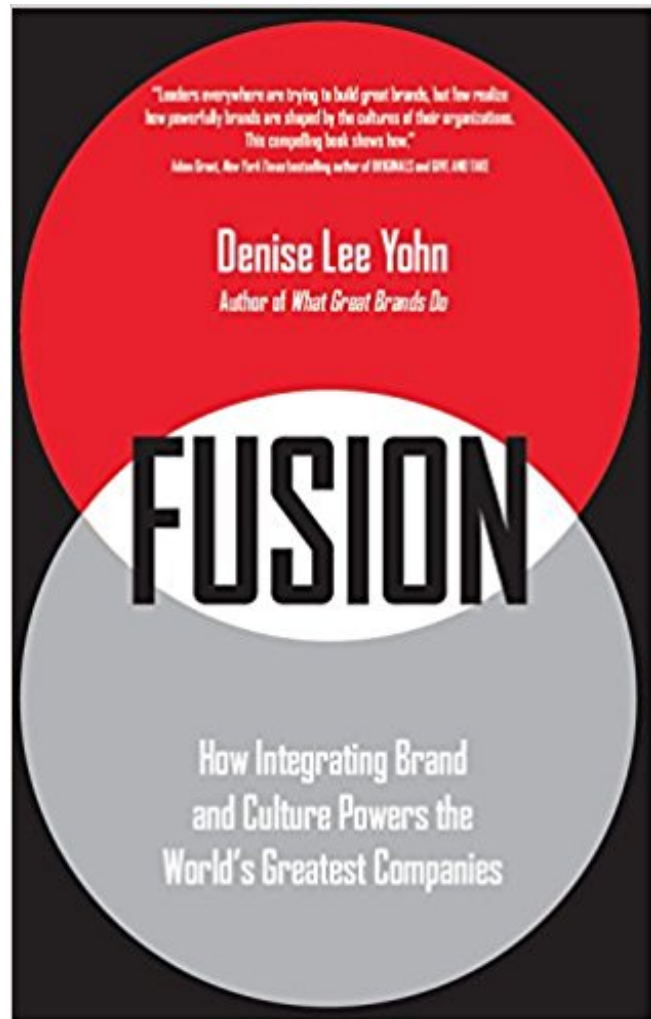
Let me make it easier.

Read *Fusion: How Integrating Brand and Culture Powers the World's Greatest Companies*. The subtitle states the big idea of this book – creating a culture that matches with the brand offering creates greater power and value for both the brand and the culture itself.

The author combines her experience in working with world class brands and extensive research to create a very readable book that shares stories from companies like Sony, FedEx, Frito-Lay, Oakley, Adobe, and many others. Beyond stories though, the book provides a framework of nine brand types that marketers will love, and matches those to cultural components that all organizational leaders can get their hands on and do something with.

I have seen many leaders who nod their head about the importance of culture, and shake their head when asked if they know what they are doing in creating a specific culture. This book can help those leaders, and it can help you too.

Note: I had the pleasure of have the author Denise Lee Yohn as a guest on my Remarkable Leadership Podcast. If you want a taste of the book and a sense of the wisdom of the author,



[listen to our conversation here.](#)

## More from my site

---

- [How Leaders Can Use Pinterest](#)
- [The Leadership Problem with Email . . . or Not](#)
- [Connecting Your Company Culture with Your Brand with Denise Lee Yohn](#)
- [A Leader's Role in Culture Creation](#)
- [How to Lead When the Culture Shifts](#)
- [What Baseball Can Teach Us About Organizational Culture](#)

